3 WAYS TO

INSPIRE

YOUR CLIENTS

WRITTEN
&
CREATED BY:

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"TO VISUALIZE IS TO INSPIRE"

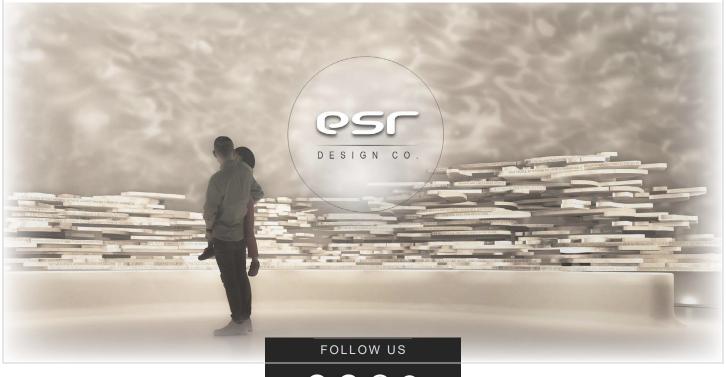## HOW DO YOU INSPIRE YOUR CLIENTS?

CONTACT US

To show your value and ROI to potential clients you not only need to show what you do, but you need to get them excited to work with you. If you can demonstrate your value, the client can see working with you as an investment and not a cost.

Questionnaire

DO YOU REQUIRE VISUALS?

Results Explained on Pg 3

3 WAY TO INSPIRE YOUR CLIENTS

1 VISUALIZE

What is possible? How their life could be…

In this digital age in order to present your designs, custom visualizations are essential. If you can represent their designs through in a clear and effective way the client will see the potential and value your company provides. If you can get your client to see what is possible, they will imagine how their life could be. Sell them a better life.

RENDERINGS ex. Family Life

Purpose: Trigger comfort, what could be…

2 Create **EXPERIENCES**

Through immersion. To get lost in…

Put your client into the design, and help them understand it. If they understand, it will be more memorable. With advances in todays technology Virtual Reality (VR) allows your client to digitally walkthrough and get lost in their aspirations.

VIRTUAL REALITY ex. Artist Studio

Purpose: Trigger conscious awareness, where am I…

3 Take **ACTION**

When nothing is certain, anything is possible…

What can you do with these visuals and experiences? How you present your designs are as important as the designs themselves. Some clients do not understand how you can provide specific value to them. Nothing cures fear better than action. One way to do this is, is to create targeted marketing packages and provide custom quotes with samples in order to help show how you will help them achieve their dreams.

ANIMATIONS ex. Building Assembly

Purpose: Trigger enthusiasm, personalize the narrative…

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DESIGN CO.

IF YOU SCORED...

RESULTS EXPLAINED ON FOLLOWING PAGES

UNDER 60

= visualizations are <u>NOT</u> RECOMMENDED

70 - 80

= visualizations are RECOMMENDED

90 +

= visualizations are REQUIRED

CONTACT US

ERIC REID

AUTHOR

I am a designer that specializes in emerging technologies and prototyping utilizing and combining the latest Virtual Reality, Design and Visual Marketing tools and techniques.

With my diverse experience in collaboration with ESR-dc's network of professionals we are confident we can deliver high quality design and visualization services.

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QUESTIONNAIRE EXPLAINED

1 How often do you currently require visualizations like renderings, animations and virtual reality?

If you answered:	It means you should:
a. Daily	a. Create a Contract with a Visualization Company (Hourly or Monthly Retainer)
b. Weekly	b. Start your own In-House department (refer to comparison) page)
☑ c. Once a Month	c. For deadlines that require high quality visuals it is highly recommended to outsource in order to get the highest return on investment to convince and convert potential clients into repeat clients.
☑ d. Couple Times a Year	d. For competitions that require you to stand out, it is ideal to outsource to a visualization studio that specializes in providing visuals in order to present your design effectively to win business altering contracts.

2 What are you using the visuals for?

If you answered:	It means you should:
a. Design Reviews	a. Consult a visualization studio to provide templates and an outside perspective on the project in order to convey your intended narrative efficiently.
b. Client Meetings	b. Consult a visualization studio to create or refine your presentations techniques and visuals in order to sell to your client
☑ c. Formal Presentations	c. In most circumstances where the project's future stands in the balance it is highly recommended to work closely with a visualization specialist in order to get the most out of your narrative and get your clients excited about the project.
☑ d. Marketing Packages	d. It is imperative that you outsource to a specialist in order to show your design in the best light which will help you sell your design to investors and buyers at all stages of construction.

3 Are your visuals inspiring your clients?

If you answered:	It means you should:
a. Yes	a. Keep doing what you are doing and remember to research latest technologies and visualization techniques as it is a continuously evolving medium.
☑ b. No	b. Contact a company that specializes in Visualizations like ESR-dc to find out how to inspire not only your clients, but your staff.narrative and get your clients excited about the project.
c. Other	c. Please contact us at esr.fom@gmail.com to create a customized solution for your visualization problem.

QUESTIONNAIRE EXPLAINED

4 Do you have an in-house visualization team?

If you answered:	It means you should:
a. Yes	a. Keep track of your overhead and ROI for each visualization in order to determine if in-house visualizations are feasible long term.
✓ b. No	b. Contact a company that specializes in Visualizations like **ESR-dc** to find out how outsourcing can not only provide higher quality visuals than in-house but can save you a significant amount of money.

5 What are the disadvantages to creating an in-house visualization team?

If you answered:	It means you should:
✓ a. b. c. or d.	Any of the answers (a,b,c or d), you are correct these are all disadvantages to an in-house visualization team.

6 What are the disadvantages to creating an in-house visualization team?

If you answered:	It means you should:
✓ a. b. c. or d.	Any of the answers (a,b,c or d), you are correct these are all advantages to outsourcing to a visualization team.

7 How do you know when outsourcing is worth it?

If you answered:	It means you should:
✓ a. Any Project Deadline	a. Yes, it is true, all project sizes, even small projects are able to outsource visualizations. The ROI is higher the larger the project budget, but if a smaller project is essential to the long-term investment in your company (ex. you want to get repeat business) it is viable to secure a win for your future.
✓ b. Difficult to Visualize Design	b. In this case, a company that specializes in visualization techniques are able to create an innovative solution to tell your unique narrative.
✓ c. Tight Project Deadline	c. Most in-house teams have limited resources and staff to handle tight deadlines, which results in less than stellar visualizations. If you outsource often times visualization companies are capable of accommodating short and complicated deadlines while still providing impressive visualizations.
✓ d. Increased Competition	d. Often during RFP or competitions it is difficult to keep everything in-house. By outsourcing it frees up your time to focus on where your value is, design. Outsourcing also maximizes your ability to compete against other companies that are outsourcing to industry professionals who are creating engaging and memorable narratives.

QUESTIONNAIRE EXPLAINED

8 How important are renderings, animations and virtual reality for winning projects?

If you answered:	It means you should:
a. Critical	a. Then what are you waiting for? Contact us to get a free custom estimate and we can help take your business to the next level.
b. Somewhat Important	b. If it is only important on a project by project basis, keep in mind the value that occasionally outsourcing can have to winning those larger, business altering projects.
c. Not Important	c. It is important to keep innovating. If you have established your style and client base then outsourcing may not be for you, but continue to research visualization methods so you do not get left behind.

9 Are you using Virtual Reality as part of your presentations and client experience?

If you answered:	It means you should:
a. Yes	a. That's great! You are innovating and helping your client understand your designs effectively. If you would like to continue to innovate add ESR-dc to your network of VR professionals to sample pure immersion.
b. No	b. c. or d. Contact us at esr.fom@gmail.com and we can explain how VR will become an essential part of your design and marketing toolbelt. Custom applications available.
c. Would like to	
d. Other	

10 Do you expect an increase in visualizations in the next 12 months?

If you answered:	It means you should:
a. Yes	a. Congratulations your business is growing! Add us to your network and keep us in mind if you want to take your visualizations to the next level.
b. No	b. We can help your business grow through memorable visualizations, let us show you. Add us to your network and keep us in mind if you want to improve your visualizations.

THANK YOU

FOR TAKING ESR-dc's
VISUALIZATION QUESTIONNAIRE

If you have any questions feel free to

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ABOUT US

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DESIGN CO.

ESR - DESIGN CO IS A NETWORK OF PROBLEM SOLVERS AND STORYTELLERS THAT PROVIDE SERVICES FOR A WIDE RANGE OF INDUSTRIES AND MARKETING PURPOSES.

We are...
Digital Artists, Storytellers and Designers

Who Provide...
Renderings, Animations and Virtual Reality

For...
Architects, Product Designers and Marketing Agencies

SERVICES

RENDERINGS	VIRTUAL REALITY	ANIMATIONS
$750-1500	$3 / SQ FT	$50 / SECOND
1-3 DAYS DELIVERY TIME	3-5 DAYS DELIVERY TIME	1-3 WEEK DELIVERY TIME
3 REVISIONS	3 REVISIONS	3 REVISIONS
MODELLED CONTEXT	DETAILED INTERIOR	CATEGORY 2 SCENE SETUP
PROVIDED BY CLIENT BUILDING	CUSTOM MODEL	CUSTOM MODEL
CUSTOM TEXTURING	CUSTOM TEXTURING	CUSTOM TEXTURING
FULL POST PRODUCTION	FULL POST PRODUCTION	FULL POST PRODUCTION
4K RENDERINGS JPEG, TIFF	4K VR LINK	4K ANIMATION ANY FORMAT
SAMPLES	SAMPLE	SAMPLE

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